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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of: Bret A. Gorsline et al.

Title: METHODS AND SYSTEMS FOR PROGRAMMABLY GENERATING ELECTRONIC AGGREGATE CREATIVES FOR  
DISPLAY ON AN ELECTRONIC NETWORK

Attorney Docket No.: 1199U003US00

**PATENT APPLICATION TRANSMITTAL**

**MAIL STOP PATENT APPLICATION**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450


We are transmitting herewith the following attached items and information (as indicated with an "X"):

- ☒ Return postcard.
- ☒ Utility Patent Application under 37 CFR 1.53(b) comprising:
  - ☒ Specification (28 pgs, including claims numbered 1 through 45 and a 1 page Abstract).
  - ☒ Formal Drawing(s) (6 sheets).
  - ☒ Signed Declaration (2 pgs.)
  - ☒ Signed Power of Attorney (2 pgs.)
- ☒ Assignment of the invention to CNET Networks, Inc. (3 pgs) and Recordation Form Cover Sheet.
- ☒ Request and Certification Under 35 U.S.C. 122(b)(2)(B)(i) (1 pg).
- ☒ Credit Card Payment Form (1 pg.).
  - ☒ Charge credit card in the amount of \$1650.00 to pay the filing fee.
  - ☒ Charge credit card in the amount of \$40.00 to pay the Assignment recording fee.

The filing fee has been calculated below as follows:

	No. Filed	No. Extra	Rate	Fee
TOTAL CLAIMS	45-20	25	x 18.00 =	\$450.00
INDEPENDENT CLAIMS	8-3	5	x 86.00 =	\$430.00
[ ] MULTIPLE DEPENDENT CLAIMS PRESENTED				\$0.00
BASIC FEE				\$770.00
TOTAL				\$1650.00

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Atty: Jeffrey L. Brandt  
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Date of Deposit: December 3, 2003

This paper or fee is being deposited on the date indicated above with the United States Postal Service pursuant to 37 CFR 1.10, and is addressed to  
The Commissioner for Patents, Mail Stop Patent Application, P.O. Box 1450, Alexandria, VA 22313-1450.

Emily Bates  
Name


Emily Bates  
Signature

<b>NONPUBLICATION REQUEST UNDER 35 U.S.C. 122(b)(2)(B)(i)</b>	First Named Inventor	Bret Alan Gorsline et al.
	Title	METHODS AND SYSTEMS FOR PROGRAMMABLY GENERATING ELECTRONIC AGGREGATE CREATIVES FOR DISPLAY ON AN ELECTRONIC NETWORK
	Atty Docket Number	1199U003US00

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing.

I hereby request that the attached application not be published under 35 U.S.C. 122(b).

12-3-03  
Date

  
\_\_\_\_\_  
Signature  
  
\_\_\_\_\_  
Jeffrey L Brandt  
Typed or printed name

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**